

28. Prosiding The Role of Social Network in Utilizing Plastic Waste into Paving Block at UD Wong Cilik Jetis Village, Kemangkon, Purbalingga

by Muslihudin 28

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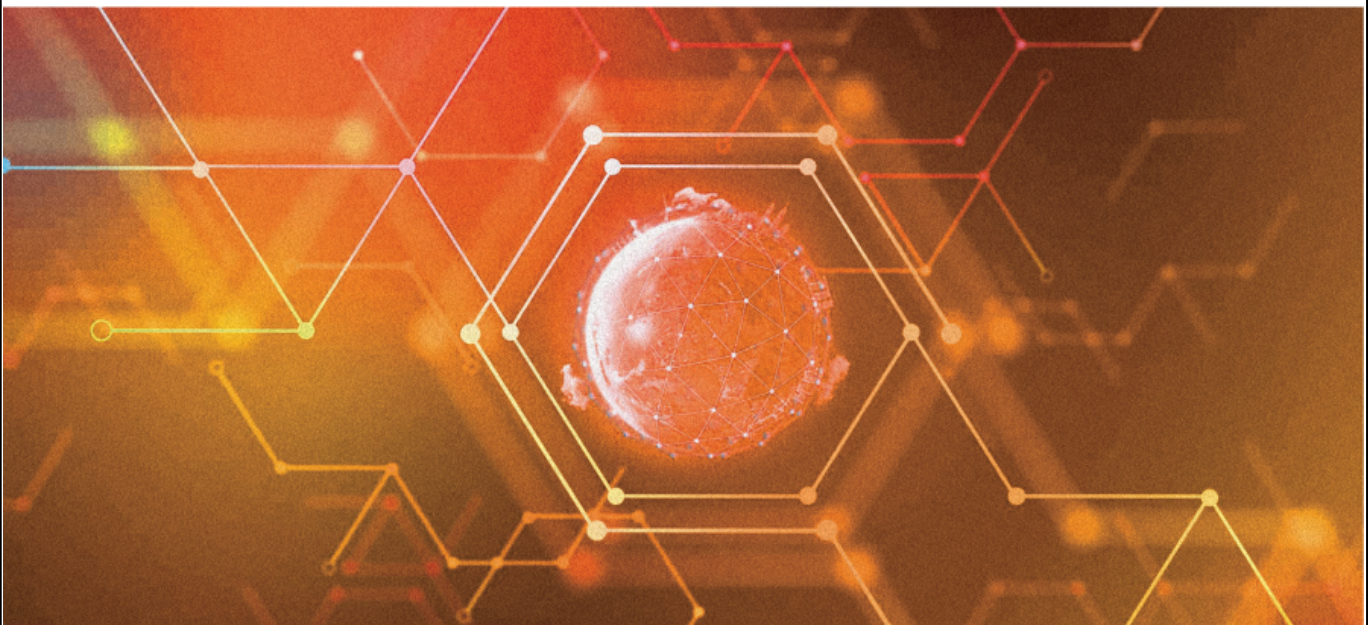
PROCEEDING

ICPSH 2020

The 1st International Conference on Political, Social & Humanities Sciences

NAVIGATING GLOBAL SOCIETY *in the Disruptive Era*

November, 25th-26th, 2020



Editor:

Dr. Slamet Rosyadi (Universitas Jenderal Soedirman)

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The First International Conference on Political, Social and Humanities Sciences (ICPSH 2020)

Navigating Global Society in the Disruptive Era

November 25th-26th, 2020, Purwokerto, Central Java, Indonesia

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Universitas Jenderal Soedirman, Indonesia

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Foreword

Navigating Global Society in the Disruptive Era is the main theme of the first International Conference on Political, Social and Humanities Sciences (ICPSH). This theme is adopted since we live in an age of transformation in which strong global forces change the way we live and function. The rise of new emerging economies such as China, India, and other countries in the global south; the rapid proliferation of digital technologies; the rising challenges of globalization; and the global pandemic; all that issues above have impacted global society. Simultaneously, the resurfacing of old international rivalries, the breaking of conventional alignments, and the emergence of new powers are changing the international structure of the 21st century, if not the methodology and analytical methods used by scholars to understand it.

Although power politics is shifting, non-traditional challenges are also on the rise: seemingly never-ending wars in Africa and the Middle East, global migration, environmental problems, and the possibility of transnational terrorism are unavoidable factors that must be taken into account in any possible future scenario. Industrial Revolution 4.0 has had transformative impacts on all lines of society, and the global society must be prepared to face up to new developments that are evolving to the core. Such and other global developments bring substantial new opportunities to global society, nations, industries, businesses, and individuals that have successfully adopted them— but the risk for those who can not keep up has also risen dramatically.

In responding strategic issues relevant to the main theme, the conference has three main topics to be discussed: First, the conference discusses the challenge of current global transformations towards global society, states, market, international engagement, and foreign relations. With the advent of a disruptive era, there is a change in the system of interaction between state actors and non-state actors in the global stage. Second, it discusses the impacts and effects of the disruptive era on international relations and diplomacy at large. Third, it discusses the response of local society, local government, and public administration to the challenge and opportunities brought by the new transformation.

This proceedings explores and develops the central theme from a range of perspectives and backgrounds, school of thought, and interdisciplinary fields of intellectual discourses. Papers in this proceeding are based on theoretical or

observational case studies from any country and area of the world. Some of the problems addressed include the following subtopics: Global Society and emerging technologies, International Relations & Foreign Policy in the Disruptive Era, Peace, human right and security in the era of digital technology, Global health, environmental issues, and global disaster management, Politics, governance, and democracy in the disruptive era, New challenge and opportunity for social movement and global justice, People mobility and international migration, Political communication and new media in the era of Industry 4.0, Challenge to public administration in the disruptive era, Building a resilient society in the disruptive era, New transformation in the global economy, A challenge to the sustainable development goals in the disruptive era, and A challenge and opportunities for education and culture in the era of Industry 4.0. The first ICPSH was trully international perspective and thought.

Report From Organizing Committee

Assalamualaikum Warohmatullohi Wabarokatuh,

On behalf of the organizing committee, it gives me an immense pleasure to welcome all participants and presenters to the 1st International Conference on Political, Social and Humanities Sciences (ICPSH) that will be held on 25th – 26th November 2020 in Universitas Jenderal Soedirman, with the main theme is “Navigating Global Society in Disruptive Era”.

It is my pleasure to welcome all the eminent and honorable speakers, Prof Christian Reus-Smit from University of Queensland, Australia; Prof Mohtar Mas’oed from Universitas Gadjah Mada, Prof Miriam Estrada-Castillo from Universidad Casa Grande, Ecuador, Prof Zhang Zhenjiang from Jinan University, China and Luthfi Makhasin, Ph.D from Universitas Jenderal Soedirman. It’s an honor for us that you can join our conference, and able to share your knowledge and vast experience with the scholars and students in Indonesia, especially in Universitas Jenderal Soedirman.

This event is the first virtual conference in the history of our faculty which is completely conducted on a digital platform in line with the social distancing norms due to COVID-19 pandemic, and organized by Faculty of Social and Political Sciences, Universitas Jenderal Soedirman. I believe that this conference will provide excellent opportunity to discuss and learn about recent issues and research related with the main theme of the conference.

As a chairperson of organizing committee, I would like to end this welcome with a round of thanks for everyone who has made ICPSH 2020 possible. I would like to start by thanking my fellow members of the Organizing Committee, fellow colleagues in the Faculty, and administration staff that made what initially seemed like the daunting task of organizing a major international conference appear simple.

I would specially like to extend our gratitude to our University and Faculty management; Rector of Universitas Jenderal Soedirman, Dean of Faculty of Social & Political Sciences, and all head of departments in this Faculty for support this conference. Also for all presenters and participants that willing to join and share their thoughts and research.

Thank you. *Wassalamualaikum Warohmarullahi Wabarokatuh*

Arif Darmawan

ICPSH 2020 Conference Chair

Welcoming Remark from Dean of Faculty of Social and Political Sciences

Assalamualaikum Warohmatullohi Wabarokatuh,

On Behalf of the Faculty of Social and Political Sciences, Jenderal Soedirman University, I would like to say Welcome or “Selamat Datang “ to the Faculty of Social and Political Sciences, Jenderal Soedirman University. It is a true pleasure for me to welcome you all to the first “International Conference on Political, Social & Humanities Sciences” or ICPSH 2020.

The Faculty of Social and Political Sciences, Jenderal Soedirman University or FISIP UNSOED, was founded on May 17, 1984. Currently, the Faculty of Social and Political Sciences, Jenderal Soedirman University, has five departments for undergraduate programs, namely Sociology, Public Administration, Communication Studies, Political Science and International Relations. The Faculty of Social and Political Sciences also has three master’s programs; they are Masters in Public Administration, Masters in Sociology, and Masters in Communication Sciences.

Following the university’s vision, which is “recognized by the world as a center for developing rural resources and local wisdom,” the curriculum currently implemented and developed is directed towards achieving that vision. To achieve this vision, the Faculty of Social and Political Sciences also continues to improve adequate infrastructure and facilities in accordance with the National Higher Education Standards and is preparing to become a world-class campus through cooperation with foreign partners.

Since its establishment in 1984, the Faculty of Social and Political Sciences has produced graduates with excellent character and has contributed professionally in many government and private institutions, both on a national and international level in the social and political fields. We continue to be committed to creating graduates who have analytical and innovative abilities, offering out of the box solutions, thinking critically, and having emotional intelligence. With these abilities, graduates of the Faculty of Social and Political Sciences are expected to be able to answer the challenges of today’s globalization and develop a curriculum based on local wisdom.

To improve the quality and academic atmosphere in the faculty of social and political science, we hold an international conference this year with the theme “Navigating Global Society in the Disruptive Era.”

On behalf of the social and political sciences faculty, I would like to thank all speakers, committee members, presenters, and participants who have participated in the first “International Conference on Political, Social & Humanities Sciences 2020.” We hope that similar academic activities will be held again in the coming years with various topics in the field of social and political sciences.

Wassalamualaikum Warohmarullahi Wabarokatuh

Dr. Jarot Santoso, MS
Dean of Faculty of Social and Political Sciences
Universitas Jenderal Soedirman

Welcoming Remark from Rector of Universitas Jenderal Soedirman

The honorable,

- Dean of the Faculty of Social and Political Sciences, Jenderal Soedirman University
- Keynote Speakers,
 - Prof. Mochtar Mas'ood (Gadjah Mada University)
 - Luthfi Makhasin, Ph.D. (Jenderal Soedirman University)
 - Prof. Miriam Estrada-Castillo (Universidad Casa Grande)
 - Prof. Zhenjiang Zhang (Jinan University)
- Participants
- Distinguished guests, ladies, and gentlemen

Assalamualaikum warrahmatullahi wabarakatuh

Best wishes to all of us

On behalf of Universitas Jenderal Soedirman, I would like to welcome all of the keynote speakers, invited speakers and all participants who attend the The 1st “International Conference on Political, Social & Humanities Sciences” (ICPSH 2020) organized by the Faculty of Social and Political Sciences, Universitas Jenderal Soedirman.

Now we are facing a new disruption era that occurred pushed by the Industrial Revolution 4.0. The world community will begin to recognize that a human-centered society and technology will change the way humans live, work and communicate, which is called Society 5.0.

The concept of a human-centered and technology-based society brings enormous changes in the education system, health services, commerce, government systems, and every aspect of life.

This era requires disruptive regulation, disruptive culture, disruptive mindset, and disruptive marketing that revolutionizes the old lifestyle. Disruption is continuous innovation. Then, the question is, what about our education model, which will later be disruptive to replace the entire old learning system with new ways.

The academic community's task is to provide solutions in organizing life and its harmony with other humans to achieve society's welfare. Therefore, this conference will bridge the scientific role and become an interdisciplinary dialectical study of

social, political, and humanities. We hope that ideas, plans, and actions will emerge in this forum to overcome problems in this disruptive era.

Therefore, we appreciate the Faculty of Social and Political Sciences, Universitas Jenderal Soedirman, for this beneficial program. I expect this conference to produce useful outputs.

Last but not least, I congratulate all delegates on participating in this online international conference.

With the name of Allah swt “**Bismillahirrahman nirrahim**”, The 1st “International Conference on Political, Social & Humanities Sciences 2020” officially open.

Wassalammualaikum Warrahmatullah Wabarakatuh

Prof. Dr. Ir. Suwanto, M.S
Rector

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The Role of Social Networks in Utilizing Plastic Waste into Paving Blocks at “UD. Wong Cilik” Jetis Village, Kemangkön, Purbalingga

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Abstract

Social networks also need to be built by the community and government to improve and build social networks through social media and personal communication so that they can continue to grow. Therefore, what kind of social network was built in the business of making paving blocks at “UD. Little Wong”. This study aims to determine the role of social networks in the use of plastic waste paving blocks at “UD. Wong Cilik” Jetis Village, Kemangkön District, Purbalingga Regency. This research uses descriptive qualitative method. Research data as well as in-depth interviews, observation, namely non-participatory observation, and documentation. The research location was conducted in Jetis Village, Kemangkön District, Purbalingga Regency. The technique of taking informants is purposive sampling. The results of this study are the relationship and benefits that are built from social networks between suppliers and the government, getting many benefits, starting from adding friendships, increasing knowledge gained from the government and mentoring, and increasing marketing networks outside the city. . The marketing of this business has reached Lampung, Palembang, Makassar and in the city namely Kembaran District in Purbalingga.

Key words: *waste management, plastic waste and paving blocks.*

1. PRELIMINARY

Social networks are social networks that connect networks to each other through communication

or social media. The social network that is formed is divided into three, namely social networks that are built between individuals and individuals, social networks that are built between

individuals by making paving blocks at “UD. Little Wong “and a social network built between paving block making businesses at” UD. Little Wong ”with the government. Limited environmental carrying capacity. One of the functions of the environment is to support living things and humans in it. The carrying capacity of this environment is unlimited. Therefore, the use of natural resources must pay attention to its sustainability. So that future generations, humans and living things can continue to live like the previous generations (Muslihudin, Rosyadi, and Santoso,

The decline in paving block making business products without the existence of social networks will not increase or develop. This network is built by the community and government by involving two or more individuals to expand social networks. Social networks can also be built through kinship and friendship, so that the process of building a network starts from initial communication in the form of introductions which then continues to be improved with more intense communication. Through continuous communication which then opens up the possibility to build a network (Musahwi, 2018). Therefore, what kind of social network was built in the business of making paving blocks at “UD. Little Wong “. The aim is to find out the relationships and benefits that are built by workers, suppliers and government,

2. LITERATURE REVIEW

The realization of small businesses according to Ariana (2006) states that one of the factors that play a role in the sustainability or survival of small industries, especially those in rural areas, is the ability of small industries to utilize social networks. A social network is a special type of network, where the bonds that connect one point to another in the network are social relationships (Agusyanto, R, 2014).

There are two types of social networks. The first type is a network that connects individuals directly. The second type is a social network that connects a group of people with a group of other people. This group of people is usually called an organization (Budiarti S, 2016).

3. RESEARCH METHOD

Qualitative descriptive research method is a research method that aims to produce descriptive data in the form of written or spoken words from the community and observe the behavior of the community itself, which is directed at the background and individual holistically and thoroughly (Moleong JL, 2000). This method was chosen to provide an overview of the phenomena that occurred in Jetis Village, Kemangkong District, Purbalingga Regency, namely the role of social

networks in the use of paving blocks from plastic waste. This research was conducted in Jetis Village, Kemangkön District, Purbalingga Regency. The main target of this research is the owner of a paving block making business in Jetis Village, Kemangkön District, Purbalingga Regency. While the target of supporting data in this study was the Head of Jetis Village, Environmental Service and UKM (Small and Medium Enterprises) Office in Purbalingga Regency, as well as workers and suppliers at "UD. Little Wong".

The technique of determining informants using purposive sampling. According to Sugiono, purposive sampling technique is a technique of determining the sample with considerations or criteria (Sugiyono, 2007). Data collection techniques are in-depth interviews, non-participatory observation and documentation. Data sources are primary data and secondary data. The data analysis technique uses an interactive model according to Milles and Huberman (Miles, 1994), there are four stages, namely data collection, data reduction, data presentation and drawing conclusions. The data validity testing technique in this study uses data triangulation techniques as an effort to check from various data sources in various ways and at different times which are used as a comparison to the data that has been obtained (Moleong JL, 2000).

4. RESULTS AND RESEARCH DISCUSSION

The results of the social network graph at "UD. Little Wong".

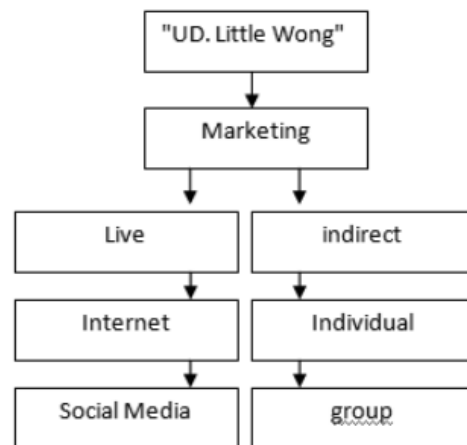


Figure 1. Social network at "UD. Little Wong".

Based on the social network diagram image above that marketing in the business of making paving blocks at UD. Wong Cilik, namely direct and indirect marketing. Marketing that was issued from "UD. Before it was known, Wong Cilik was a social network built through individuals or individuals, such as relatives, neighbors or people who had bought paving blocks and social networks in groups through agencies or community groups in Jetis Village 2015, when the paving block making business became popular, many people displayed it on the internet media or social media social networks, the business of

making paving blocks began to increase on the internet. Social networks for making paving block businesses, these two actions are rational based on considerations for those who order.

4.1. Relationships and benefits are built by workers, suppliers and government

Social networks are networks that are built to see relationships between individuals which have subjective meanings that are connected and related to something as knots and bonds (Damsar, 2015). Building the KN network with citizens, workers and the government is included in the value rational action according to Max Weber, namely rational value action has the nature that the existing tools are only conscious consideration and calculation, while the goal is already in relation to individual values. are absolute (George & Douglas, modern sociological theory, 2010).

The network that was built with buyers through individuals before the paving block making business was widely known, when it was known through social media, many people bought through social media from various parties which made the paving block making business known, especially from among the government attracting people because managed plastic waste became a unique thing, namely paving blocks.

The social network formed by the government is in the form of a network between individuals and institutions, namely a network built through KN as the owner of the paving block at "UD. Wong Cilik with the government, namely the Environmental Service. KN sees the network built with the government as a rational value measure according to Max Weber.

Value rational action, namely the rational action of value, has the property that the existing tools are only conscious consideration and calculation, while the goal is in relation to the absolute values of the individual (George and Douglas, 2010). Owners of paving block making businesses feel that from various parties such as the Environmental Service and the SME Marketing Agency (Small and Medium Enterprises), only one agency is very helpful.

Environmental Service, a network built with the effort of making paving blocks, is included in rational instrumental action according to Max Weber, namely social action. a person is based on conscious considerations and choices related to the goal of action (George and Douglas, 2010).

That maintains good relations with residents, suppliers, not suppliers, village heads, the government and provides space for the paving block making business to continue to grow. The benefit in this relationship is the

concern of all parties, both the Village Head and the government, to increase the empowerment of citizens who are still unconcerned and to improve infrastructure and facilities policies. The Village Government collaborates with residents through the waste care movement to make trash cans independently, because inorganic waste is handled independently in Jetis Village (Dieningrum, Muslihudin, & Suyanto, 2020).

CD as the Village Head builds the role of social networks with KN including instrumental rational action according to Max Weber, namely social actions that a person takes based on consideration and conscious choice related to the goal of action (George and Douglas, 2010), KN as the owner of the paving block making business UD. Little Wong “. CD as the Head of Jetis Village also wants to expand social networks not only with the Environmental Agency, but with various parties, to increase spatial empowerment in infrastructure and facilities policies. Social networks have two types according to (Budiarti S, 2016), namely networks that are built directly with other individuals and individuals and networks that are built through a group of people. The social network that was built by KN as the owner of a paving block making business with workers is included in the network that was originally built through a group

of residents carried out by socializing in Jetis Village about the existence of “UD. Little Wong “and until now there are still socialization activities so that people get to know” UD. Wong Cilik, a waste management facility in Jetis Village, where garbage collected from residents will be processed into paving blocks.

KN, as the owner of the paving block making business, also maintains good relations with the residents and the existence of this supplier. The residents who carry out their wishes as suppliers want a business to make paving blocks at “UD. Little Wong “. MI as a supplier is included in Max Weber’s instrumental rational actions, namely social actions that a person takes based on considerations and conscious choices related to the goal of action (George and Douglas, 2010)

. Management can generate and benefit like the business of making paving blocks at “UD. Wong Cilik “There should be more sympathetic residents (Dieningrum, Muslihudin, & Suyanto, 2020). The process of managing plastic waste into paving blocks in Jetis Village, Kemangkon District, Purbalingga Regency, 2020). That the network built has an impact on community support for the paving block making business, even though this business still has many shortcomings, community support is very important so that the paving block making business can continue

and develop. by paving block making business actors at “UD. Little Wong “.

4.2. Marketing in the business of making paving blocks at “UD. Little Wong “.

Marketing according to Boyd is a social process that involves important activities that allow individuals and companies to get what they need and want through exchanges with other parties and develop exchange relationships (Boyd, 2000). The network built increases the relationship between various parties through marketing. Marketing is done in two ways, namely direct marketing and indirect marketing. The business of making paving blocks markets paving block products not only in Purbalingga Regency, but the business of making paving blocks has reached out of town.

Marketing action is more directed from outside the city, these buyers know about the paving block making business at “UD. Wong Cilik “through social media and information from residents in Purbalingga, including direct marketing via the internet (Kotler K., 2009). Having been in this business for 15 years, it is very necessary to maintain good relations so that buyers of paving blocks continue to grow. The head of “UD. Wong Cilik “marketing increased more and more outside the city.

US as workers. that the act of selling is included in the rational action of

value according to Max Weber, namely the act of rational value, which is a means of conscious consideration and calculation, while the goal is in relation to the absolute values of the individual . (George and Douglas, 2010). In connection with the sale of this paving block making business, there are more orders from outside the city than in the city, so there is a need for assistance from UKM Service (small and medium enterprises).

A person as a buyer buys based on the desired considerations, here the marketing he does is more on marketing out of town. Another statement regarding the marketing of paving blocks has arrived outside the city and in Kembaran. SI sees that the marketing carried out by the paving block making business is included in the rational action of value according to Max Weber, namely the rational action of values whose tools are only conscious consideration and calculation, while goals are related to individual values. absolute (George and Douglas, 2010). It is necessary to build communication on the social networks of business actors making paving blocks to increase marketing so that it is first in demand in Purbalingga.

The business of making paving blocks so that marketing can continue to grow and be known in Purbalingga, it is necessary to have two-way

communication with the Environment Agency. Two-way communication to provide encouragement that although paving blocks made of plastic waste and paving blocks mixed with water, sand, gravel, and cement are very different in terms of price, they are still to overcome waste problems and increase the business of making paving blocks.

Support from the Village Head needs to be responsive to help as a facilitator. As stated on the CD. Village head. CD looks at the marketing conditions in the paving block making business, including the action. Rational value action has the nature that the existing tools are only conscious consideration and calculation, while the goal is already in relation to individual absolute values (George and Douglas, 2010). Regarding the results of the interview that if this business can be considered and developed properly, it will not only solve the problem of solid waste but also improve the economy.

Increased marketing in Purbalingga will also help the community to know more about the existence of paving blocks at “UD. Little Wong” in Jetis Village, Kemangkong District. Marketing does require support and assistance from other parties in the UKM (small and medium enterprises) Office, not only from the Environmental Agency.

So that marketing can increase in a balanced way between out of town and inside the city in Purbalingga, it

starts with the awareness of residents in Purbalingga that the business of making paving blocks at “UD. Little Wong.” UD. “Little Wong” turns out to have many advantages that can overcome waste. The business of making paving blocks can be used as an economy in Jetis Village and if we pay attention to its location.

“UD. Wong Cilik” can also be used as an educational place for children to maintain a healthy environment that is free from rubbish and garbage can be managed in a unique way, namely by making paving blocks to educate children in order to increase awareness of their own environment.

5. CONCLUSION

Social network for paving block making business at UD. Wong Cilik “This is done through two types, namely direct and indirect networks. The network has been marketed directly to Purbalingga Regency, namely in Kembaran District. While the network is indirectly marketed via the internet because in 2015” UD. Wong Cilik “experienced a peak known to many people through social media which has been marketed to Lampung, Makassar, and Palembang. The network applied to the paving block making business at” UD. Wong Cilik is currently a social network built through social media.

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